

**Charlotte City Council CIAA Tournament Referral Update to
Economic Development Committee – September 28, 2017**

Referral Areas	Findings	Remaining Work / Opportunity Areas	Comments
1. Hotel Rates	2017 avg. rates lower than 2016 avg. rates. CIAA had no control over their inventory until two years ago when they began working with Conference Direct. Since then Average Daily Rate (ADR) has declined (i.e. 2017: \$262.82 to \$254.37).	CIAA and CRVA dialogue with hotels to reduce CIAA attrition penalties (if room block not met).	<p>Patrons can experience higher hotel rates if not reserved by the room block reservation deadline. Rate negotiation is the responsibility of the CIAA and the hotels. 2017 attendee surveys demonstrated high satisfaction with attendee experience including hotels.</p> <p>Update Hotels are the greatest challenge for the CIAA Conference. The CIAA continues to work with Conference Direct to manage hotel agreements and rates. We evaluate blocks annually to minimize risks to the conference and institutions. The CIAA's marketing and PR strategy is to educate, inform and advocate for alumni, sponsor and fan support of the official blocks.</p>
2. One Arena	Cost effective and strong fan experience at Bojangles' Coliseum	Develop greater marketing for restaurants and amenities in Bojangles' vicinity.	<p>Contractually obligated to use Bojangles' for early games and Spectrum Center for later games; Approximately \$400K additional annually to host all games in Spectrum Center; NBA/Spectrum Center schedule impacts availability. Examine opportunities for bolstering CIAA support for East side businesses via CIAA working LOC marketing, communications, community activation efforts. 2017 attendee surveys showed that attendee experience at Bojangles' Coliseum was positive overall.</p> <p>Update The CIAA will continue to proceed with Bojangles' for early round games as agreed upon. Middle school day has been moved to Owen's auditorium on Tuesday to support the atmosphere and games on Tuesday and Wednesday. The CIAA/LOC Marketing and PR subcommittee are developing strategies to include awareness for fans of local</p>

			establishments near Bojangles' and to garner support from eastside establishments.
3. Relationship with EpiCentre, Center City Partners (CCP) and Corporate Sponsorships	Contract with Urban Sports ended in 2017; New sponsorship vendor Van Wagner Sports & Entertainment will assume responsibilities on sponsorships and corporate relationships in June 2017; CCP is actively involved in community activation role on LOC.	Van Wagner to revamp sponsorship approach and work closely with CIAA and LOC on securement and activation of sponsorships.	<p>CCP has been actively involved in CIAA LOC efforts related to community activation for the last 12 years, assisting with areas such as the securement of Center City light pole banners promoting the tournament and generating support from Center City businesses. Orange Barrel Media manages all advertising/visibility efforts for the EpiCentre.</p> <p>The LOC and Van Wagner will look for any opportunities that may be good fits for 2018.</p> <p>Update The LOC and Van Wagner will look for any opportunities that may be good fits for 2018. The CIAA/LOC has created a sub-committee to support external opportunities and collaboration to execute defined strategies for the upcoming tournament. VWSE sports and CIAA staff have met with Epicenter officials for opportunities to promote and engage. The Village concept for vending outside and restaurant program are other opportunities this committee will explore. The CIAA is seeking every opportunity to partner and to collaborate resources for optimal exposure, impact and business community engagement.</p>
4. Current Contract	Current contract runs through 2020	None at this time.	<p>New contract discussions anticipated to begin in late 2018, led by CRVA.</p> <p>Update Dialogue will begin this fall with CIAA Board and CRVA.</p>
5. Local Organizing Committee (LOC)	Desire increased elected official and community involvement.	Evolve LOC structure to include leadership representation.	Based on the positive feedback of the previous NBA All-Star Game LOC structure that was set in place, CIAA and CRVA will enhance current LOC to include additional component: a leadership advisory LOC comprised of local corporate and

			<p>community leaders to enhance the working LOC made up of CIAA, CRVA and CIAA vendor staff members. Current working LOC, which handles more than a dozen areas of execution, is very effective and will require no changes.</p> <p>Update The CRVA and CIAA have recently identified individuals to serve on LOC leadership advisory committee to include a city council member, members of the business community and key leaders in the Charlotte area. The first meeting will be scheduled for October once all have been confirmed.</p>
6. Packaging Corporate Sells	Increase ticket and sponsorship package opportunities to corporate entities	New sponsorship vendor Van Wagner to create an activation plan for 2018 and present it for approval to the newly formed CIAA Leadership Advisory LOC.	<p>See number 3 and 5.</p> <p>Update VWSE will serve on LOC Marketing sub-committee to identify opportunities and assets for sponsor engagement and resources to support the CIAA tournament. This sub-committee will provide updates to both the LOC committee and Leadership Advisory Board.</p>
7. Involvement with the Community	Increase local and regional attendance and involvement in tournament events.	Enhance local and regional marketing, promotions, and public relations strategies.	<p>Contractually CIAA manages marketing, communications and promotional efforts, although the CIAA LOC (including CRVA) has supported and partnered in previous years. CIAA and the working LOC will look to create specially targeted local engagement initiatives using paid and earned media as the primary vehicles.</p> <p>Update The CIAA/LOC has created a sub-committee to support external opportunities and collaboration to execute defined strategies for the upcoming tournament. This committee will ensure that dollars budgeted and allocated are diversified to engage specific target areas. The CIAA has currently engaged the Hispanic chamber and will identify other areas to promote and market to the Charlotte community. Middle School Day will be moved to Ovens Auditorium on Tuesday. The CIAA is focused on increasing ticket sales and community engagement for both</p>

			Bojangles's Arena and Spectrum Center.
8. Village Boundaries	Unsanctioned events are a concern,	Explore opportunities and legal options for "clean zone" near event. City is researching legal and permitting options.	<p>Staff provided the Community Safety Committee a presentation on large event permitting on April 6, 2017 and a presentation on large event zones on May 4, 2017. These efforts are highly complex and legally contentious and involve many different stakeholders. Over the next several months, an interdepartmental work team will review model ordinances and best practices, consult with event sponsors and work with community stakeholders and partners to provide options for event permitting process and regulations. Anticipate review by Community Safety in September 2017.</p> <p>Update The City Manager's office is developing potential options for event permitting process and regulations that could apply to a broad spectrum of public events. The Commissioner supports the option to manage unsanctioned events with a consolidated permitting process and approval to support the Conference's goal to control unsanctioned events and revenue opportunities for the conference through its vending program (similar to in-area and convention center). With the legal difficulties associated with traditional "Clean Zone" permitting as originally requested, the Conference would agree to the suggested option(s) to manage. It is the Conference's goal to engage small and local businesses during the tournament (to include promoters) if there are no conflicts of interest, minimal risks and control of the CIAA and Charlotte brand.</p>
9. Permits for non-CIAA sanctioned events	The City is currently exploring options.	Based on City findings, develop processes and protocols that the CIAA LOCs (leadership advisory and working groups) can work to disseminate in advance of the 2018	See number 8

		tournament.	
10. Registration for CIAA sanctioned events	The City is currently exploring options. To include partnership events where possible.	Based on City findings, develop processes and protocols that the CIAA LOCs (leadership advisory and working groups) can work to disseminate in advance of the 2018 tournament.	See number 8